Kinder im Visier von Influencer-Marketing. Auf YouTube, Instgram und Snapchat.

Engl. transl.: Children targeted by influencer marketing. On YouTube, Instgram and Snapchat.

# Details

## Year

2018

## Scope

National

## Countries

Austria

## Type

Systematic review / Meta-analysis

## Methodologies

* Case study
* Ethnography / participant observation
* Evidence map
* Secondary analysis
* Textual / documentary / content analysis

## Researched Groups

## Other Researched Group

Influencer

## Children Ages

All (0-18 years old)

## Funder

Arbeiterkammer Wien

## Funder Types

NGO (Advocacy, Charity, Consumer organization)

## Informed Consent

No consent needed

## Ethics

## URL

https://emedien.arbeiterkammer.at/viewer/image/AC15179479/1/LOG\_0000/

## Data Set Availability

Data availability statement in the publication

# Goals

"Advertising should also be recognisable online at a glance: but children in particular find this difficult. This is because advertising messages are embedded more inconspicuously online, they are more interactive and better tailored to their own interests. Influencer marketing causes additional difficulties: The advertisers are admired by children. They trust their assessments of products and brands. It is very difficult for children to recognise advertising intentions; it seems more like a recommendation among friends." (Arbeiterkammer Wien, 2018, 6; translated by the coder)
"The following study analysed the phenomenon of influencer marketing in relation to children and developed recommendations for action. Literature (secondary analysis) was evaluated. In addition, examples from the largest social platforms were collected to illustrate the applicable regulations as well as the violations against them." (Arbeiterkammer Wien, 2018, 7; translated by the coder)